



ARIZONA HUMAN TRAFFICKING COUNCIL OUTRAEACH AND AWARENESS COMMITTEE MINUTES

**February 12, 2015
10:30 AM
1700 West Washington Street
Phoenix, Arizona 85007**

A meeting of the Arizona Human Trafficking Council's Outreach and Awareness Committee was convened on February 12, 2015 at 10:30 a.m. at the Arizona Department of Homeland Security, 1700 West Washington, Phoenix, Arizona 85007. Notice having been duly given. Present and absent were the following members of the Committee.

Members Present

Debbie Johnson
Chuck Fitzgerald
Sarah Suggs

Guests

Gary McCarthy

Staff Present

Debbie Moak
John Raeder

A. CALL TO ORDER

The meeting was called to order at 10:40 a.m.

B. APPROVAL OF MINUTES

Mr. Chuck Fitzgerald moved to accept the minutes from the December 11, 2014 Committee meeting. Ms. Sarah Suggs seconded the motion. The motion passed unanimously.

C. BLUE CAMPAIGN MATERIALS DISTRIBUTION PLAN UPDATE

Mr. John Raeder updated the Committee on the distribution of the Blue Campaign Materials. He stated that Blue Campaign outreach and awareness efforts include the distribution of over 5,000 posters through the following venues:

- 23 truck stops and 26 rest areas from support of the Arizona Department of Transportation;
- 750 restaurants and taverns from the support of Hensley Distributing Company;
- 50 airport vendors through the support of the McCain Institute;
- 40 hotels through the support of the Arizona Lodging & Tourism Association; and
- ASU campus through the support of All Walks reaching approximately 20,000 students.

D. SPEAKERS BUREAU UPDATE

Mr. Raeder stated that 36 Human Trafficking 101 presentations have been made thus far reaching approximately 1,260 of people.

The Committee discussed the continued development of the Speaker's Bureau and standardized PowerPoint Presentation.

E. PSA UPDATE

Mr. Raeder updated the Committee on the development of a survivor focused PSA in partnership with the Arizona Department of Transportation.

F. WEBSITE UPDATE

Mr. Raeder explained that the *EndSexTraffickingAZ* website continues to be updated on a regular basis. Since the launch of the website, there have been approximately 6,500 unique page views of the website. Mr. Raeder also highlighted the new "How Can I Help" document that had been posted online.

The members of the Committee discussed the need to explore the use of social media including *Facebook* and *Twitter*.

G. NEXT MEETING

Members agreed to use the *Doodle* website again to determine the next meeting date.

H. CALL TO THE PUBLIC

No public comment.

I. ADJOURNEMENT

The meeting was adjourned the meeting at 11:45 a.m.